Paul Roesner

Principal Product Designer

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paulroesner.com

Closing the gap between ambitious product vision and what engineering can actually ship.
My experience spans the full product lifecycle, from discovery through development, and includes AI-augmented workflows, entrepreneurship, and roles at both top global companies and nationally recognized consulting firms.

Product Designer @ Lippert

January 2023 – Present

Lead design practices across corporate, D2C, B2C, dealer account center products, and a portfolio of independently managed brand websites. Deliver measurable increases in average order value (AOV), conversion rate, and overall sales while reducing support email & call volume through iterative design improvements and strategic product launches.

Product Designer @ Resero Analytics

February 2021 – May 2022

Orchestrated the refactor of Resero's scientific healthcare web application, bringing version 1.0 inline with improved UX/UI standards through design and front-end development, while building version 2.0 securing a significant round of capital investment, and a new CMS-powered marketing website.

UI Team Lead / Senior Developer @ Grainger

September 2014 – February 2020

Established new design system standards, led UI feature enhancements, reduced design debt, and built a new component framework while leading a team of three designers. Implemented responsive, high-performance front-end experiences for the e-commerce storefront, contributing to a ~30% year-over-year increase in revenue and a ~12% increase in average order value (AOV) over two years.

Product Designer, Consultant & Founder

February 2009 – December 2014

Built a successful freelance creative agency, developing a significant portfolio of marketing materials and websites while serving as designer, developer, project manager, and owner. Generated most new business through client referrals and word of mouth, demonstrating a consistent record of client satisfaction and repeat business over several years.

Senior UX/UI Designer @ Ticketmaster

September 2004 – February 2009

Led a high-profile project that pioneered an interactive venue map solution, enabling users to preview seat views and available ticket options before purchase. Doubled average order value (AOV) within the following quarter, contributing to approximately 53% year-over-year revenue growth over three years.

For complete work history, visit linkedin.com/in/paul-roesner

Brands & Collaborations

Grainger, Ticketmaster, Lippert, Vaimo Agency, Ranch Hand, CURT, OfficeMax, Allscripts, National Association of Realtors, Maddock Douglas Agency, Cosco Industries, Digital People, Mondo Staffing, Creative Circle…

Professional Achievements

Nominee, 2024 /25 Lippert Leadership and Customer Experience Award
Recognizes leaders who deliver superior experiences, value, and growth to customers.

Skills & Tools

Figma, Adobe Creative Cloud, Visual Studio Code, Claude, Copilot, ChatGPT, Gemini, Lovable, UX Pilot, product requirements gathering, user personas, user journeys, wireframing, low- and high-fidelity interactive prototyping, developer handoff, design system integration, responsive design, heuristic evaluation and accessibility assessment, responsive component development, Agile project management, live product presentations, WordPress, Magento, Shopify, Contentful, Google Analytics, Contentsquare, A/B testing, Miro, Jira, Microsoft Teams, Slack…